Consumer Reports Books: A Profile
Christmas Guide to Wholesalers • All-time Children's Bestsellers
Insider Pens History of ACLU • An Interview with Umberto Eco

Publishers Weekly®

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING OCTOBER 27, 1989 $2.50

BANTAM HARDCOVER BESTSELLERS.
OUR FIRST DECADE.

********** S-DIGIT 20814
SAMPLE 6 XE
PW LNGFESCOJO69
JEANNE LONG
CONGRESSIONAL INFO SVC
4520 EAST-WEST HWY
BETHESDA, MD 20814

COMING IN 1990

Sally Beauman
Dark Angel

David Brin
Earth

Harold Evans
The American Century 1890–1990

Ava Gardner with Alan Burgess
AVA: The Autobiography of Ava Gardner

William Gibson
The Difference Engine

Jonathan Kellerman
Time Bomb

Louis L'Amour
The Outlaws of Mesquite: Frontier Stories

Robert Littell
The Once and Future Spy

Sparky Lyle with David Fisher
A Baseball Fantasy:
The Year I Owned the Yankees

Barbara Mandrell and George Vessey
Barbara Mandrell: My Story

M. Scott Peck
The View from the Window

Nicholas Profitt
Edge of Eden

Tom Robbins
Skinny Legs and All

John Saul
Second Child

Erich Segal
The New Novel

Alvin Toffler
Power Shift

Thomas Watson Jr. with Peter Petre
Thomas Watson Jr.: An Autobiography

Jonathan Weiner
The Next 100 Years:
Shaping the Fate of Our Living Earth

Margaret Weis and Tracy Hickman
The Death Gate Cycle, Volume II

BESTSELLERS FOR OUR NEXT DECADE.

BANTAM HARDCOVER

Bantam Books is a division of Bantam Doubleday Dell Publishing Group, Inc.

Publishers Weekly is published weekly by Bowker Magazine Group, The Cahners Publishing Co., a Division of Reed Publishing USA, 275 Washington St., Newton MA 02158-1630. Terrence M. McDermott, President; Robert T. Brawn, Sr. Vice President/General Manager; Jerry D. Neth, Sr. Vice President/Publishing Operations; J. J. Walsh, Sr. Vice President/Finance; Thomas J. Deliamaria, Sr. Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1989 by Reed Publishing USA; Chairman; Ronald G. Segel, Chairman and CEO; Robert L. Krakoff, President and COO; William M. Platt, Sr. Vice President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $97, 2 years $185, 3 years $233. Canada: 1 year $177, 2 years $301, 3 years $425. Air delivery to all other countries: 1 year $260, 2 years $442, 3 years $624. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212-645-0067; telex: 12-7703; fax: 212-645-5409. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-842-1669; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. ISSN 0000-0019. Second-class postage paid at New York, N.Y., and additional mailing offices. POSTMASTER: Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA [ ] Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. [ ] Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 236 NUMBER 17
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

OCTOBER 27, 1989

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
Gayle Feldman, *Editor*
Maria Simson, *Associate Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS & NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Molly McQuade, *Associate Editor & How-to*
Olivier David, *Editorial Assistant*

FICTION FORECASTS & INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

ART DIRECTOR
Karen E. Jones

ASSISTANT ART DIRECTOR
Sheri Marcus

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Robert A. Carter, Kimberly Olson Fakih, Leonore Fleischer, Jerome P. Frank, Chris Goodrich, Chandler B. Grannis, William Griffin, Beth Levine, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler, Allene Symons, Joanne Tangorra, Thomas Weyr, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

FOREIGN CORRESPONDENTS
Herbert R. Lottman (International)
Vivienne Menkes (London)
Beverley Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

EDITORIAL PRODUCTION SUPERVISOR
Nancy Brown

SENIOR PRODUCTION EDITOR
Susan Caputo

PRODUCTION EDITORS
Theodore Attles, Cheryl Brown, Fernando Camacho, Lori Shor, Ann Yazejian

EDITORIAL INQUIRIES: *(212) 463-6758*

DIRECTOR, ADVERTISING SALES
Alan Schlanger *(212) 463-6825*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo *(212) 463-6558*

ADVERTISING CONTRACTS COORDINATOR
Lorna Campbell *(212) 463-6604*

For complete listing of sales offices see Weekly Exchange section.

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

The Audit Bureau

SUBSCRIPTION INQUIRIES: *(800) 842-1669*

FEATURES

Consumer Reports Books 19

Proving that vigorous public-interest publishing can also be highly profitable

By Robert A. Carter

DEPARTMENTS

NEWS OF THE WEEK 10

Frankfurt '89: Quiet but Crowded

International Publishing Journal to Be Launched In London

'Chronicle' Trademark Infringement Disputes Are Resolved

Booker Shortlist Holds Surprises

Baker & Taylor Opens London Sales Office

Acquisitions Roundup

Annenberg Study Offers 12 Ways To Stem International Piracy

FSG Reaps Three NBA Bids; Random and Knopf Get Two

Senior British Publishers Form Three New Companies

Mandarin Axes Maxwell Bio

Obituary Notes: Joseph P. Levy, David Swanson

CHILDREN'S BOOK SCENE .. 27

Time Warner Trade Publishing Announces Kick-Off of Sports Illustrated for Kids Books

All-time Bestselling Children's Books

Lynne Reid Banks

'Dear Scrooge': A Holiday Roundup

Changes in Children's Book Divisions at Morrow

Boston Globe-Horn Book, SCBW Awards Announced

TRADE NEWS 39

Jackson Pollock Bio a Milestone for Authors

ACLU History From Oxford

Gorby Fever and the Publishing Body Politic

Dalai Lama Autobio Coming from H & R

Back to Press

BOOKSELLING 44

PW's Annual Yuletide Guide to the Wholesalers

INTERVIEWS 50

Umberto Eco

FORECASTS 52

Nonfiction 52

Fiction 55

Paperbacks 60

Children's Books 63

COLUMNS

Highlights 5

Calendar 6

People 18

Literacy Matters 47

West Watch 49

Weekly Exchange 73

Paperback Bestsellers 78

Hardcover Bestsellers 80

Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in *Publishers Weekly* are subject to all laws and regulations and are void where so prohibited.

ALL-TIME BESTSELLING Hardcover Children's Books

The figures in these lists cover sales from the date of original publication through the end of 1988, for hardcover books with sales over 750,000 copies and paperback books with sales over one million copies. The lists are based on actual sales as reported by publishers; they reflect domestic sales only, and do not include book club and international sales. Books in the public domain generally are not listed, since aggregate sales figures are unavailable.

The lists were compiled by Daisy Maryles and will appear in a PW/Bowker Book, *Bestsellers, 1895–1990*, which will be written by Maryles and published next year. It will update an earlier Bowker publication, *80 Years of Bestsellers, 1895–1975.*

---

1. **The Tale of Peter Rabbit** by Beatrix Potter (Frederick Warne, 1902) *9,000,000*
2. **Pat the Bunny** by Dorothy Kunhardt (Golden Books, 1940) *4,857,417*
3. **The Littlest Angel** by Charles Tazewell (Children's Press, 1946) *4,665,209*
4. **The Cat in the Hat** by Dr. Seuss (Random House, 1957) *3,693,197*
5. **Green Eggs and Ham** by Dr. Seuss (Random House, 1960) *3,683,097*
6. **The Children's Bible** (Golden Books, 1965) *3,654,743*
7. **The Real Mother Goose**, illus. by Blanche F. Wright (Rand McNally, 1916) *3,600,000*
8. **Richard Scarry's Best Word Book Ever** by Richard Scarry (Golden Books, 1963) *3,303,583*
9. **One Fish, Two Fish, Red Fish, Blue Fish** by Dr. Seuss (Random House, 1960) *2,970,833*
10. **Hop on Pop** by Dr. Seuss (Random House, 1963) *2,953,324*
11. **Where the Sidewalk Ends** by Shel Silverstein (Harper & Row, 1974) *2,851,477*
12. **Dr. Seuss's ABC** by Dr. Seuss (Random House, 1963) *2,753,823*
13. **The Cat in the Hat Comes Back** by Dr. Seuss (Random House, 1958) *2,470,305*
14. **The Giving Tree** by Shel Silverstein (Harper & Row, 1964) *2,453,679*
15. **Winnie-the-Pooh** by A. A. Milne, illus. by Ernest H. Shepard (Dutton, 1926) *2,445,398*
16. **Fox in Socks** by Dr. Seuss (Random House, 1965) *2,056,614*
17. **The Cat in the Hat Beginner Book Dictionary** by P. D. Eastman (Random House, 1964) *2,048,572*
18. **Are You My Mother?** by P. D. Eastman (Random House, 1960) *2,035,631*
19. **A Light in the Attic** by Shel Silverstein (Harper & Row, 1981) *2,015,181*
20. **Richard Scarry's Best Mother Goose Ever** by Richard Scarry (Golden Books, 1964) *1,921,457*
21. **Walt Disney's Storyland** by Walt Disney (Golden Books, 1962) *1,917,357*
22. **Never Talk to Strangers**, by Irma Joyce, illus. by George Buckett (Golden Books, 1967) *1,916,040*
23. **My Book About Me (by Me, Myself)** by Dr. Seuss (Random House, 1969) *1,865,591*
24. **Charlotte's Web** by E. B. White, illus. by Garth Williams (Harper & Row, 1952) *1,828,019*
25. **I Am a Bunny** by Ole Risom, illus. by Richard Scarry (Golden Books, 1963) *1,823,832*
26. **The Secret Garden** by Frances Hodgson Burnett, illus. by Tasha Tudor (J. B. Lippincott, 1921) *1,820,820*
27. **Go, Dog, Go!** by P. D. Eastman (Random House, 1961) *1,685,428*
28. **How the Grinch Stole Christmas** by Dr. Seuss (Random House, 1957) *1,620,309*
29. **Richard Scarry's Best Storybook Ever** by Richard Scarry (Golden Books, 1968) *1,541,913*
30. **The Macmillan Dictionary for Children** (Macmillan, 1975) *1,500,000*
31. **Love Is a Special Way of Feeling** by Joan Walsh Anglund (Harcourt Brace Jovanovich, 1960) *1,361,700*
32. **Bible in Pictures for Little Eyes** by Kenneth N. Taylor (Moody Press, 1956) *1,347,807*
33. **Goodnight Moon** by Margaret Wise Brown, illus. by Clement Hurd (Harper & Row, 1947) *1,298,001*
34. **Richard Scarry's Cars and Trucks and Things that Go** by Richard Scarry (Golden Books, 1974) *1,251,586*
35. **The Little Prince** by Antoine de Saint-Exupéry (Harcourt Brace Jovanovich, 1943) *1,202,180*
36. **Where the Wild Things Are** by Maurice Sendak (Harper & Row, 1964) *1,191,477*
37. **The Little Engine That Could** by Watty Piper (Platt & Munk, 1930) *1,147,830*
38. **E.T.—The Extra-Terrestrial Storybook** by William Kotzwinkle (Grosset & Dunlap, 1983) *1,096,338*
39. **Santa Mouse** by Michael Brown, illus. by Elfrieda DeWitt (Grosset & Dunlap, 1966) *1,078,215*
40. **The Clear and Simple Thesaurus Dictionary** by Harriet Wittels and Joan Greisman (Grosset & Dunlap, 1976) *1,046,763*
41. **Big Bird's Color Game** by Children's Television Workshop (Golden Books, 1980) *1,038,903*
42. **The Velveteen Rabbit** by Margery Williams, illus. by William Nicholson (Doubleday, 1926) *1,000,000*
43. **The Golden Songbook** (Golden Books, 1965) *989,289*
44. **The Tall Book of Nursery Tales**, illus. by Feodor Rojankovsky (Harper & Row, 1944) *960,253*
45. **Richard Scarry's What Do People Do All Day?** by Richard Scarry (Random House, 1968) *928,699*
46. **Hardy Boys #1: The Tower Treasure** by Franklin Dixon (Grosset & Dunlap, 1927) *923,574*
47. **Richard Scarry's Early Words** by Richard Scarry (Random House, 1976) *914,174*
48. **Richard Scarry's Storybook Dictionary** by Richard Scarry (Golden Books, 1966) *908,802*
49. **Nancy Drew #1: The Secret of the Old Clock** by Carolyn Keene (Grosset & Dunlap, 1930) *900,217*
50. **Album of Horses** by Marguerite Henry, illus. by Wesley Dennis (Rand McNally, 1950) *900,051*
51. **I Can Read with My Eyes Shut** by Dr. Seuss (Random House, 1976) *888,229*
52. **Put Me in the Zoo** by Robert Lopshire (Random House, 1960) *880,253*
53. **Charlie and the Chocolate Factory** by Roald Dahl, illus. by Joseph Schindelman (Knopf, 1964) *861,894*
54. **Dr. Seuss's Sleep Book** by Dr. Seuss (Random House, 1962) *850,325*
55. **Make Way for Ducklings** by Robert McCloskey (Viking, 1941) *850,000*
56. **Stuart Little** by E. B. White, illus. by Garth Williams (Harper & Row, 1945) *809,401*
57. **The Polar Express** by Chris Van Allsburg (Houghton Mifflin, 1985) *800,000*
58. **Stories of the Gods and Heroes** by Sally Benson, illus. by Steele Savage (Dial, 1940) *793,000*
59. **The Star Wars Storybook**, adapted by Geraldine Richelson (Random House, 1978) *779,259* (OP)
60. **Yertle the Turtle & Other Stories** by Dr. Seuss (Random House, 1958) *775,878*
61. **Baby Animals Tall Board Book** by Gyo Fujikawa (Grosset & Dunlap, 1963) *773,945*
62. **In & Out, Up & Down**, illus. by Michael Smollin (Random House, 1982) *769,716*
63. **Babies Tall Board Book** by Gyo Fujikawa (Grosset & Dunlap, 1963) *756,749*
64. **Bennett Cerf's Book of Riddles** by Bennett Cerf (Random House, 1960) *755,076*

ALL-TIME BESTSELLING Paperback Children's Books

1. **The Outsiders** by S. E. Hinton (Dell/Laurel-Leaf, 1968) *5,855,085*
2. **Are You There, God? It's Me, Margaret** by Judy Blume (Dell/Yearling and Laurel-Leaf, 1974) *5,278,432*
3. **Charlotte's Web** by E. B. White, illus. by Garth Williams (Harper Trophy, 1973) *4,607,131*
4. **Tales of a Fourth Grade Nothing** by Judy Blume (Dell/Yearling, 1976) *4,582,039*
5. **Little House on the Prairie** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *3,803,209*
6. **The Little Prince** by Antoine de Saint-Exupéry (HBJ, 1968) *3,667,861*
7. **Little House in the Big Woods** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *3,495,079*
8. **That Was Then, This Is Now** by S. E. Hinton (Dell/Laurel-Leaf, 1972) *3,351,194*
9. **Where the Red Fern Grows** by Wilson Rawls (Bantam, 1974) *3,347,000*
10. **Superfudge** by Judy Blume (Dell/Yearling, 1981) *3,243,442*
11. **Freckle Juice** by Judy Blume (Dell/Yearling, 1978) *2,835,052*
12. **Blubber** by Judy Blume (Dell/Yearling and Laurel-Leaf, 1976) *2,745,782*
13. **Little Town on the Prairie** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,539,486*
14. **On the Banks of Plum Creek** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,559,265*
15. **Farmer Boy** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,533,801*
16. **The Long Winter** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,478,063*
17. **The Witch of Blackbird Pond** by Elizabeth Speare (Dell/Yearling and Laurel-Leaf, 1971) *2,445,000*
18. **By the Shores of Silver Lake** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,417,192*
19. **Then Again, Maybe I Won't** by Judy Blume (Dell/Yearling, 1973) *2,366,758*
20. **The First Four Years** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,285,335*
21. **These Happy Golden Years** by Laura Ingalls Wilder, illus. by Garth Williams (Harper Trophy, 1971) *2,273,800*
22. **A Wrinkle in Time** by Madeleine L'Engle (Dell/Laurel-Leaf, 1976) *2,246,000*
23. **Johnny Tremain** by Esther Forbes, illus. by Lynd Ward (Dell/Yearling and Laurel-Leaf, 1968) *2,242,000*
24. **Rascal** by Sterling North (Avon/Camelot, 1964) *2,215,000* (OP)
25. **The Velveteen Rabbit** by Margery Williams, illus. by William Nicholson (Avon/Camelot, 1982) *2,192,000*
26. **The Night Before Christmas** by Clement C. Moore, illus. by Douglas Gorsline (Random House, 1975) *2,113,542*
27. **Island of the Blue Dolphins** by Scott O'Dell (Dell/Yearling, 1971) *1,876,000*
28. **500 Words to Grow On** by Harry McNaught (Random House, 1973) *1,808,375*
29. **The Berenstain Bears' New Baby** by Stan and Jan Berenstain (Random House, 1974) *1,803,154*
30. **The Pigman** by Paul Zindel (Bantam, 1978) *1,786,000*
31. **Richard Scarry's Please & Thank You** by Richard Scarry (Random House, 1973) *1,710,974*
32. **The Berenstain Bears and the Messy Room** by Stan and Jan Berenstain (Random House, 1983) *1,615,704*
33. **Grover and the Everything in the Whole Wide World Museum** by Norman Stiles and Daniel Wilcox, illus. by Joe Mathieu (Random House, 1974) *1,606,388*
34. **Just for You** by Mercer Mayer (Golden Books, 1975) *1,604,062*
35. **Stuart Little** by E. B. White, illus. by Garth Williams (Harper Trophy, 1974) *1,570,727*
36. **Just Me and My Dad** by Mercer Mayer (Golden Books, 1977) *1,562,955*
37. **The Little Duck** by Judy Dunn, photos by Phoebe Dunn (Random House, 1976) *1,517,787*
38. **Deenie** by Judy Blume (Dell/Laurel-Leaf, 1974) *1,500,970*
39. **Dinosaurs** by Peter Zallinger (Random House, 1977) *1,500,441*
40. **Winnie the Pooh** by A. A. Milne, illus. by Ernest H. Shepard (Dell/Yearling, 1970) *1,483,000*
41. **Iggie's House** by Judy Blume (Dell/Yearling, 1976) *1,464,310*
42. **Eric** by Doris Lund (Dell/Laurel-Leaf, 1975) *1,443,000*
43. **The House at Pooh Corner** by A. A. Milne (Dell/Yearling, 1970) *1,386,000*
44. **The Alphabet Book** by P. D. Eastman (Random House, 1974) *1,376,551*
45. **The Berenstain Bears Visit the Dentist** by Stan and Jan Berenstain (Random House, 1981) *1,375,552*
46. **How to Eat Fried Worms** by Thomas Rockwell (Dell/Yearling, 1975) *1,360,000*
47. **Merry Christmas, Mom and Dad** by Mercer Mayer (Golden Books, 1982) *1,351,214*
48. **Richard Scarry's Find Your ABC's** by Richard Scarry (Random House, 1973) *1,350,878*
49. **From the Mixed-Up Files of Mrs. Basil E. Frankweiler** by E. L. Konigsburg (Dell/Yearling, 1973) *1,335,000*
50. **The Best Christmas Pageant Ever** by Barbara Robinson (Avon/Camelot, 1979) *1,309,497* (OP)
51. **The Trumpet of the Swan** by E. B. White, illus. by Edward Frascino (Harper Trophy, 1974) *1,295,813*
52. **Grover's Hide & Seek** by Jon Stone, illus. by Michael J. Smollin (Random House, 1976) *1,270,360*
53. **Roll of Thunder, Hear My Cry** by Mildred Taylor (Bantam, 1978) *1,262,000*
54. **The Berenstain Bears in the Dark** by Stan and Jan Berenstain (Random House, 1982) *1,225,590*
55. **Fifteen** by Beverly Cleary (Dell/Laurel-Leaf, 1980) *1,225,000*
56. **The Secret Garden** by Frances Hodgson Burnett, illus. by Tasha Tudor (Dell/Yearling, 1971) *1,220,000*
57. **Rumble Fish** by S. E. Hinton (Dell/Laurel-Leaf, 1976) *1,204,000*
58. **A Day No Pigs Would Die** by Robert Newton Peck (Dell/Laurel-Leaf, 1977) *1,202,000*
59. **Sounder** by William Armstrong (Harper Trophy) *1,197,206*
60. **The Truck Book** by Harry McNaught (Random House, 1978) *1,196,110*
61. **Goodnight Moon** by Margaret Wise Brown, illus. by Clement Hurd (Harper Trophy, 1977) *1,195,564*
62. **The Berenstain Bears and the Truth** by Stan and Jan Berenstain (Random House, 1983) *1,165,179*
63. **Do You Know Colors?** by Katherine Howard, illus. by J. P. Miller (Random House, 1979) *1,164,153*
64. **Puppies Are Like That** by Jan Pfloog (Random House, 1975) *1,151,052*
65. **The Berenstain Bears and the Sitter** by Stan and Jan Berenstain (Random House, 1981) *1,148,259*
66. **The Berenstain Bears Go to the Doctor** by Stan and Jan Berenstain (Random House, 1981) *1,147,895*
67. **The Berenstain Bears Get in a Fight** by Stan and Jan Berenstain (Random House, 1982) *1,131,969*
68. **Mother Goose** by Aurelius Battaglia (Random House, 1973) *1,128,508*
69. **Poems & Prayers for the Very Young** b. Martha Alexander (Random House, 1973) *1,128,030*
70. **Richard Scarry's Best Rainy Day Book Ever** by Richard Scarry (Random House, 1974) *1,114,931*
71. **The Berenstain Bears and Too Much T.V.** by Stan and Jan Berenstain (Random House, 1984) *1,108,143*
72. **Summer of My German Soldier** by Bette Greene (Bantam, 1974) *1,091,000*
73. **Where the Wild Things Are** by Maurice Sendak (Harper Trophy, 1984) *1,085,149*
74. **The Berenstain Bears and Too Much Junk Food** by Stan and Jan Berenstain (Random House, 1985) *1,081,819*
75. **Kittens Are Like That** by Jan Pfloog (Random House, 1976) *1,072,264*
76. **Starring Sally J. Freedman as Herself** by Judy Blume (Dell/Laurel-Leaf, 1978) *1,066,037*
77. **The Little Lamb** by Judy Dunn, photos by Phoebe Dunn (Random House, 1977) *1,060,803*
78. **Now We Are Six** by A. A. Milne (Dell/Yearling, 1970) *1,059,000*
79. **Tiger Eyes** by Judy Blume (Dell/Laurel-Leaf, 1982) *1,048,329*
80. **The Berenstain Bears' Nursery Tales** by Stan and Jan Berenstain (Random House, 1973) *1,045,557*
81. **The Black Stallion** by Walter Farley (Random House, 1977) *1,032,473*
82. **Big Dog, Little Dog: A Bedtime Story** by P. D. Eastman (Random House, 1973) *1,027,902*
83. **Animal Babies** by Harry McNaught (Random House, 1977) *1,024,037*
84. **When We Were Young** by A. A. Milne, illus. by Ernest H. Shepard (Dell/Yearling, 1970) *1,015,000*
85. **Great Tales of Action and Adventure**, edited by George Bennett (Dell/Laurel-Leaf, 1959) *1,004,000*
86. **Tex** by S. E. Hinton (Dell/Laurel-Leaf, 1980) *1,001,000*
87. **Corduroy** by Don Freeman (Puffin, 1976) *1,000,000*